BROADCOM®

CASE STUDY

Coty uses Broadcom® DX Unified Infrastructure Management and AIOps to Manage Complexity and Cut Costs

Coty

CLIENT PROFILE

Site: www.coty.com

Industry: Manufacturer of cosmetic, skincare, and fragrance products

Employees: 12,000 (2022)

Revenue: $5.3 billion (2022)

BUSINESS

Coty has 12,000 employees across more than 125 manufacturing and administrative facilities in North America, South America, Europe, China and Southeast Asia. Coty distributes its iconic portfolio of 80 cosmetic, skincare and fragrance brands to consumers in more than 150 countries.

CHALLENGE

Ensure Coty IT service delivery, health, maintenance, and security after moving computing and data operations to a cloud-based virtual estate of more than 125 sites, 2000 network devices, 300 databases, and the operational infrastructures and applications and services that power them.

Business

From its beginnings in 1904 as a Parisian fragrance house, Coty has become one of the largest companies in the beauty and lifestyle industry. Today, with more than 80 globally identifiable brands in its portfolio, the Amsterdam-based fragrance, color cosmetics, and skin and body care products manufacturer is synonymous with some of the world's most recognizable beauty product lines.

At the prestige end of its operations, Coty partners with iconic fashion houses like Hugo Boss, Burberry, Tiffany & Co., and Vera Wang. On the consumer side of the business, the Coty list of licenses and collaborations is nearly endless, consisting of recognizable household brands like Adidas, Mexx, Max Factor, and Wella.

To provide its products to consumers in more than 150 countries worldwide, Coty has nearly 12,000 employees spread across 120 manufacturing and administrative facilities in North America, South America, Europe, China and Southeast Asia.

Challenge

Monitoring Infrastructure and Applications, and Managing Resources and Service Levels across a Dynamic Global Enterprise

To maintain its diverse, constantly expanding global footprint, Coty relies upon a complex cloud-based environment. This implementation strategy supports the company's dynamic growth by allowing Coty to transmit, process, and store the massive volume and variety of mission-critical data it generates to fuel business decisions and streamline logistical processes.

Dan Ellsweig, Observability and Enterprise Management Architect at Coty and a veteran architect and IT manager, is at the center of ensuring the performance and availability of the company's application, infrastructure, and network resources. It is a task that has steadily increased in complexity as Coty continues to migrate its on-premises computing and data center operations into the cloud.

"As far as the high-level picture goes, physical servers at Coty are becoming a thing of the past," says Ellsweig. "My team is directly responsible for managing our servers and our compute services: a 100% virtual estate over 125 sites that includes more than 2000 network devices as well as our databases and applications."

SOLUTION

DX Unified Infrastructure Management (DX UIM), DX SaaS for Application Performance Management (APM), DX SaaS for Operational Intelligence and DX NetOps to help Coty manage and monitor its extensive range of IT applications, infrastructures and networks, providing a centralized AIOps by Broadcom dashboard for oversight across a hybrid environment and ensuring an optimal digital experience for employees, partners, and customers.

BENEFIT

With AIOps by Broadcom, Coty simplified its IT management workload and realized significant cost savings by moving some monitoring management solutions to SaaS. With AIOps by Broadcom, Coty was also able to up level its IT monitoring and issue management into a single platform, DX SaaS for Operational Intelligence, to centralize alarm management, provide intuitive dashboards and reports, and manage IT from a service perspective instead of from the traditional device perspective.

DX SaaS was just the better solution and Broadcom doesn't charge for data ingestion. Trying to do the same thing using Splunk would have cost us $2 million per year in ingestion costs alone. DX SaaS is the way to go.

"

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OBSERVABILITY AND
ENTERPRISE MANAGEMENT
ARCHITECT, COTY

As Coty continues its digital transformation journey, the company faces the need to monitor and manage a complex mix of multiple cloud environments, including both Azure and AWS, 300 database servers, and hundreds of storage devices. Because of ongoing internal and customer demands, the Coty infrastructure continues to grow rapidly. "One of my biggest issues right now is identifying and monitoring new infrastructure inventory that is added and making sure it is properly monitored," says Ellsweig.

Solution

A Single Pane of Glass for Managing a Complex, Hybrid Environment

To deliver performance and availability expectations and achieve the highest levels of end-to-end observability over its operational services, Ellsweig and Coty rely heavily DX Unified Infrastructure Management (DX UIM) from Broadcom for comprehensive observability of its hybrid infrastructure environments. Coty also counts on other Broadcom® solutions, creating an AIOps solution using DX SaaS for Operational Intelligence, DX SaaS for APM, and DX NetOps to ensure an optimal digital experience for employees, partners and customers.

Behind the company's decision to use Broadcom tools is Ellsweig's familiarity and reliance on Broadcom tools for managing complex and dynamic IT estates across different technology stacks.

In particular, with DX UIM, Ellsweig receives insights into the bulk of Coty data resources and provides his engineers with a centralized dashboard to manage its databases. Given the scale of the infrastructure involved, efficiency is one of Ellsweig's priorities.

"My team is the second-largest server owner at Coty. We use DX UIM to keep tabs on more than 300 database servers and an uncountable number of instances and tables they each contain," he says. "AWS and Azure probes monitor our cloud environments, and our database administrators can easily create new monitors as needed. That done, the alarms from DX UIM flow into DX SaaS for Operational Intelligence, our single pane of glass for IT monitoring and business service management."

Network operations management is also an area of Ellsweig's expertise. "DX Spectrum as a component of the DX NetOps solution is probably the best tool out there—nothing else does what DX Spectrum does end-to-end. We use it for our nuts and bolts network fault management," says Ellsweig. "To complement that, we use DX UIM, DX SaaS for APM, and DX SaaS for Operational Intelligence."

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Benefits

Contributing to the Bigger Picture While Reducing Administrative Complexity and Costs

In addition to the benefits of providing the engineering team with an easily accessible single source of truth, DX SaaS for Operational Intelligence implementation proves to be far more cost effective than operating on-premises servers or self-hosting services in the cloud using AWS or Azure.

"We quickly realized the resources required to keep a container-based application alive in a public cloud," says Ellsweig. "Looking at the Broadcom offer, DX SaaS was just the better solution. And Broadcom doesn't charge for data ingestion. Trying to do the same thing using Splunk would have cost us $2 million per year in ingestion costs alone. DX SaaS is the way to go."

Coty has also benefited from Ellsweig's long-term collaboration with the Broadcom product teams and his influence on product roadmaps to benefit Coty and similar enterprises.

"Overall, it's been great. We enjoy regular meetings with product management and development where we can discuss our support cases and enhancement requests. In each release, I see features we inspired. Seeing the improvements that Broadcom makes from our suggestions gives us confidence that we made the right decision," says Ellsweig.

Complete Visibility to Ensure an Optimal Digital Experience

DX UIM allowed Coty to consolidate its disparate infrastructure monitoring and management tools into a single platform, making it more efficient and easier to manage. Coty is able to view alarms, risk, inventory, and topography all from one place, which improved its visibility and control over its management of IT-supported business services.

According to Ellsweig, "So I can go into DX UIM here. I can see alarms for that. I can see risk. I can see inventory. I can see topography. I can go look into metrics from a site basis. That allows us to increase our speed, resolve infrastructure issues, and ensure the optimal customer experience."

Configurable, Role-Based Access to Allow Users Access to Their Domains

DX UIM allows Coty to create customized views for different teams and roles, ensuring that IT team members have access to the relevant information for their jobs, reducing the signal from the noise.

"With rules-based access control, I can say, 'All right, I've got an IT manager that's in charge of Paris. The Paris location is the view they need to focus on. This is all they need to see.' I don't have to worry about the local resource looking at a database in New York or some other resource somewhere outside their purview. Just keep them focused on their job. That is a huge area of efficiency to provide IT team members with access to specific data they need, so I do not have to create a custom-tailored report for each location," says Ellsweig.